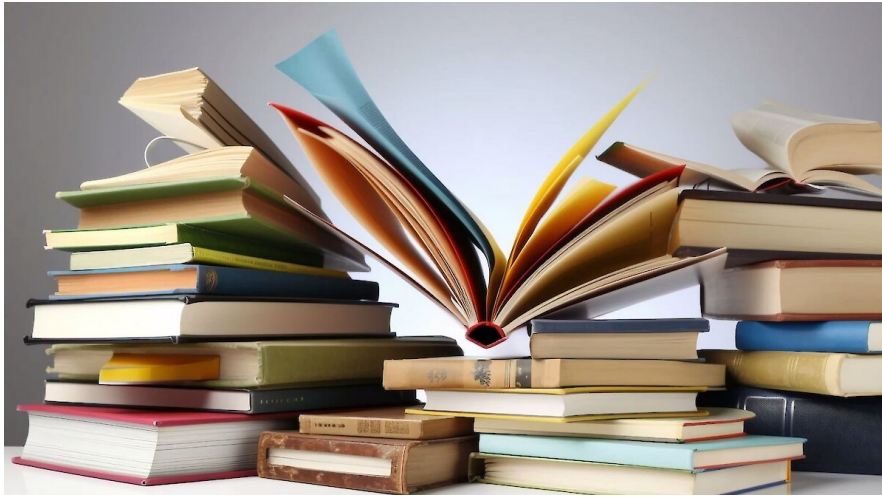




# Alvaro M. García at FILibro Canada 2024



The sixth edition of Canada's largest Spanish-language book fair includes a lecture by Alvaro M. García entitled "Living the Fourth Industrial Revolution: How Artificial Intelligence Impacts Publishing and Education."

The Ibero-American Book Fair in Canada (FILibro Canada) is a dedicated space for promoting reading, literature, and the sale of books by authors from Latin America and the Iberian Peninsula. This event also fosters relationships within the book industry.

This fair is significant for writers, publishers, distributors, booksellers, translators, and illustrators who want to share their work nationwide. The audience, eager for books in Spanish and other languages spoken in these countries, will have the chance to discover works by Ibero-American authors.

*FILibro Canada* is the first book fair in the country that welcomes everyone who wants to participate. It is fully inclusive, featuring literary events and book sales managed directly by publishers and authors. Its mission is to promote literature in Canada by encouraging the reading of quality books, hosting book presentations, organizing roundtable discussions, and offering poetry and prose readings, along with various literary activities that invite public participation.

## LECTURE BY ALVARO M. GARCÍA

This year the Embassy of Spain is pleased to present the lecture *Living the Fourth Industrial Revolution: How Artificial Intelligence Impacts Publishing and Education* by Alvaro M. García, international director of Vicens Vives.



LITERATURE  
OTTAWA

Sat, October 05, 2024

### Venue

Library and Archives Canada - Public Archives and National Library Building, 395 Wellington St, Ottawa, ON K1A 0N4  
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### Admission

Free. [Reserve your ticket for this lecture](#)

### More information

[FILibro Canada](#)

### Credits

Sponsored by the Embassy of Spain in Ottawa.



Álvaro M. García has developed a professional career of more than 25 years, accumulating extensive executive and international management experience, focused on driving growth and innovation in the education and training sectors. He currently holds the position of International Director at Vicens Vives publishing house.

Previously, during 18 years at McGraw-Hill Education, he held various roles, including General Manager for Southern Europe and European Sales Director. During this period he has fostered the digital transformation of clients, offering comprehensive service solutions tailored to the needs of each organizational level.

García is recognized for his ability to manage and motivate international and remote teams, as well as for his proactive approach in identifying new market opportunities. These factors have been key to expanding the presence of corporations globally and establishing leadership in competitive sectors.

García holds a BA in Economics and International Relations from the University of Cincinnati and an MBA from Metropolitan University, USA.